

**CONTRACT**

**KMBC**  
**6455 Winchester Ave**  
**Kansas City, MO 64133-6409**  
**(816)221-9999**

www.kmbc.com

And:

**Media Strategies & Research**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

<u>Contract / Revision</u> 926328 /		<u>Alt Order #</u>
<u>Product</u> OCT. 9 - OCT. 15, 2012		
<u>Contract Dates</u> 10/08/12 - 10/15/12		<u>Estimate #</u> 12226
<u>Advertiser</u> McCaskill/D/Senate		<u>Original Date / Revision</u> 10/12/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KMBC	<u>Account Executive</u> Jeff Kitzsteiner	<u>Sales Office</u> Kansas City
<u>Special Handling</u> Political Duplicate File Copy		
<u>Demographic</u> Adults 50+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	KMBC	10/08/12	10/12/12	First News at 5am	5-5:30am		:30			NM	5	\$1,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	11111--				5	\$300.00			
2	KMBC	10/08/12	10/15/12	First News at 5:30am	5:30-6am		:30			NM	5	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	1111---				4	\$400.00			
	Week:	10/15/12	10/21/12	1-----				1	\$400.00			
N 3	KMBC	10/08/12	10/15/12	First News at 6am	6-7am		:30			NM	5	\$3,150.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	11-11--				4	\$600.00			
	Week:	10/15/12	10/21/12	1-----				1	\$750.00			
N 4	KMBC	10/08/12	10/15/12	Good Morning America	7-9am		:30			NM	10	\$4,700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	21212--				8	\$450.00			
	Week:	10/15/12	10/21/12	2-----				2	\$550.00			
5	KMBC	10/13/12	10/13/12	Sat News @ 5am	5-6am		:30			NM	1	\$50.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S-				1	\$50.00			
6	KMBC	10/13/12	10/13/12	Sa 6-7a	6-7a		:30			NM	1	\$300.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S-				1	\$300.00			
7	KMBC	10/13/12	10/13/12	News Wknd Sat	7-9am		:30			NM	1	\$300.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S-				1	\$300.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 926328 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/08/12 - 10/15/12	<u>Product</u> OCT. 9 - OCT. 15, 2012	<u>Estimate #</u> 12226
<u>Advertiser</u> McCaskill/D/Senate		<u>Original Date / Revision</u> 10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
8	KMBC	10/14/12	10/14/12	Sun News @ 5am	5-6am		:30			NM	1	\$35.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$35.00			
9	KMBC	10/14/12	10/14/12	Su 6-7a	6-7a		:30			NM	1	\$300.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$300.00			
10	KMBC	10/14/12	10/14/12	News Wknd Sun	7-9am		:30			NM	1	\$300.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$300.00			
11	KMBC	10/09/12	10/09/12	Rachael Ray Show	9-10am		:30			NM	1	\$95.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-1-----				1	\$95.00			
N 12	KMBC	10/10/12	10/15/12	Anderson Cooper	M-F 10-11a		:30			NM	2	\$165.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--1----				1	\$75.00			
Week:		10/15/12	10/21/12	1-----				1	\$90.00			
13	KMBC	10/11/12	10/11/12	The View	11am-12pm		:30			NM	1	\$150.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---1---				1	\$150.00			
14	KMBC	10/08/12	10/08/12	GENERAL HOSPITAL	2-3PM/1-2PM		:30			NM	1	\$225.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$225.00			
15	KMBC	10/15/12	10/15/12	KATIE COURIC	2-3PM		:30			NM	1	\$100.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$100.00			
16	KMBC	10/08/12	10/12/12	Dr. Phil	3-4pm		:30			NM	5	\$625.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	11111--				5	\$125.00			
N 17	KMBC	10/08/12	10/15/12	DR OZ	4PM-5PM		:30			NM	4	\$675.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1111---				4	\$175.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		4	KMBC	10/08/12-10/14/12	DR OZ	4PM-5PM	MTuWTh----	:30	\$175.00	NM		
Credited												
CREDIT												
Week:		10/15/12	10/21/12	1-----				1	\$150.00			
N 18	KMBC	10/08/12	10/15/12	5pm News	5-530pm		:30			NM	5	\$3,650.00
Class of Time - Pre-emptible with notice												

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Contract / Revision	Alt Order #
926328 /	

Contract Dates	Product	Estimate #
10/08/12 - 10/15/12	OCT. 9 - OCT. 15, 2012	12226

Advertiser	Original Date / Revision
McCaskill/D/Senate	10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 1-111-- 4 \$700.00 Week: 10/15/12 10/21/12 1----- 1 \$850.00												
N 19	KMBC	10/09/12	10/15/12	6pm News	6-630pm		:30			NM	5	\$4,250.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -1111-- 4 \$825.00 Week: 10/15/12 10/21/12 1----- 1 \$950.00												
N 20	KMBC	10/08/12	10/15/12	630-7p	630-7pm		:30			NM	7	\$8,600.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 11112-- 6 \$1,200.00 Week: 10/15/12 10/21/12 1----- 1 \$1,400.00												
N 21	KMBC	10/15/12	10/15/12	DANCING WITH THE STARS	Prime Other		:30			NM	1	\$2,000.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 M----- 1 \$2,000.00												
N 22	KMBC	10/09/12	10/09/12	DANCING WITH STARS RE	7-8pm		:30			NM	1	\$2,500.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -T----- 1 \$2,500.00												
23	KMBC	10/09/12	10/09/12	PRIVATE PRACTICE	9-10pm		:30			NM	1	\$3,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -T----- 1 \$3,000.00												
24	KMBC	10/10/12	10/10/12	The Middle/Neighbors	7-8pm		:30			NM	1	\$2,500.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 --W---- 1 \$2,500.00												
25	KMBC	10/11/12	10/11/12	Scandal	9-10pm		:30			NM	0	\$0.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 ---T--- 1 \$3,300.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 KMBC 10/08/12-10/14/12 Scandal 9-10pm ----Th---- :30 <del>\$3,300.00</del> NM See MG 26.2,26.3												
26	KMBC	10/12/12	10/12/12	SHARK TANK	7-8pm		:30			NM	2	\$2,800.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 ----F-- 1 \$750.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 KMBC 10/08/12-10/14/12 SHARK TANK 7-8pm -----F---- :30 <del>\$750.00</del> NM See MG 26.2,26.3 2 KMBC 10/11/12-10/11/12 Last Resort 7-8pm ----Th---- :30 \$1,000.00 NM Ⓜ MG for 25.1,26.1 M/G'S FOR 10/11/12 9-10PM { DUE TO VICE-PRESIDENTIAL DEBATE } & 10/12/12 7-8PM { DUE TO HRA } 3 KMBC 10/12/12-10/12/12 SHARK TANK 7-8pm -----F---- :30 \$1,800.00 NM Ⓜ MG for 25.1,26.1 M/G'S FOR 10/11/12 9-10PM { DUE TO VICE-PRESIDENTIAL DEBATE } & 10/12/12 7-8PM { DUE TO HRA }												

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926328 /		
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/08/12 - 10/15/12	OCT. 9 - OCT. 15, 2012	12226
<u>Advertiser</u>		<u>Original Date / Revision</u>
McCaskill/D/Senate		10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
27	KMBC	10/12/12	10/12/12	PRIMETIME	8-9pm		:30			NM	1	\$1,400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----F--				1	\$1,400.00			
28	KMBC	10/14/12	10/14/12	ONCE UPON A TIME	7-8pm		:30			NM	1	\$4,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$4,000.00			
29	KMBC	10/14/12	10/14/12	REVENGE	8-9pm		:30			NM	1	\$3,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$3,000.00			
N 30	KMBC	10/08/12	10/15/12	M-F/SU 10pm News	10-1035pm		:30			NM	4	\$6,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	11-11--				4	\$1,500.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00			
31	KMBC	10/13/12	10/13/12	Late Airing Late News	1030-11PM		:30			NM	1	\$750.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$750.00			
32	KMBC	10/14/12	10/14/12	SU 1030pm News	1030-11pm		:30			NM	1	\$900.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$900.00			
33	KMBC	10/10/12	10/12/12	M-F 1035-1105pm	1035-1105pm		:30			NM	2	\$900.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--1-1--				2	\$450.00			
34	KMBC	10/08/12	10/11/12	M-F 1105p-1135p	1105p-1135p		:30			NM	2	\$400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1--1---				2	\$200.00			
N 35	KMBC	10/15/12	10/15/12	M-F 1135p-1205am	1135pm-1205am		:30			NM	1	\$75.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$75.00			
N 36	KMBC	10/15/12	10/15/12	M-F/SU 10pm News	10-1035pm		:30			NM	1	\$980.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$980.00			
<b>Totals</b>											<b>84</b>	<b>\$62,375.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	84	\$62,375.00	\$53,018.75
<b>Totals</b>	<b>84</b>	<b>\$62,375.00</b>	<b>\$53,018.75</b>

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**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

## ORDER CHANGE

Candidate: McCaskill For Senate 2012

KMBC-TV Contract #: 926328

Agency Estimate #: 12226

Flight Dates: 10/8/12 - 10/15/12

[illegible]

Original Gross: \$62.665.00

Original Net: \$53,265.25

Revised Contract Cost: (gross) \$62,475.00

Revised: (net) \$53,103.75

Due Candidate: (gross)           \$190.00          

Due Candidate: (net)                      \$161.50

Due 5 station: (gross) \_\_\_\_\_

Due Station: (net) \_\_\_\_\_

**RECEIVABLES CREDIT/DEBIT MEMO FORM**

Note: Complete this form electronically and use the drop down menus when provided.

Today's Date:	October 18, 2012	
Station:	KMBC	Drop Down
Sales Region:	LOCAL	Drop Down
Agency:	Media Strategies & Research	
Advertiser:	McCaskill/D/US Senate	
Invoice #	926328	Net Invoice Amount
Invoice Date		Amount Paid
	Adjustment to Gross Billing	(\$190.00)
	Adjustment to Net Billing	(\$161.50)
AE Name:	Jeff Kitzsteiner	
SM Name:	Jeff Hoyt	
Reason for DEBIT/CREDIT:	POLITICAL RATE ADJUSTMENT	Drop Down
	(Field Required - must use drop down list)	

EXPLANATION (Please explain in detail):

LUR rate adjustments for lines 5, 17, & 33.

Revised invoice required? ☐

**REQUIRED APPROVALS:**

Local AE	Local Sales Region	(Web & Mobile when applicable)
LSM	Local Sales Region	(Web & Mobile when applicable)
NSM	National Sales Region	(Web & Mobile when applicable)
DSM	Digital Sales Region	Web & Mobile optional/station's discretion
GSM	All debits/credits	except Retrans & Non Sales region
Regl Controller	All debits/credits	

Form with all required approvals emailed to Regional C&C Manager

Input to Wide Orbit on: \_\_\_\_\_ by \_\_\_\_\_